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6241 1939

DIG & DUNG

Sales and Service Bulletin
WITH 1939 TRADE PRICES
ON

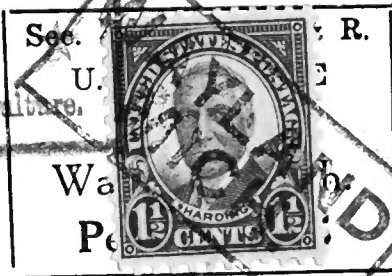
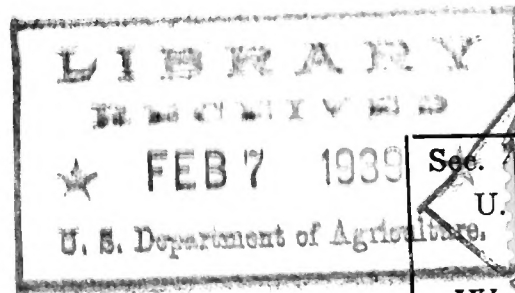
DAHLIAS

WAYLAND DAHLIA GARDENS

E. R. Ryno, Prop.

Wayland, Mich., U. S. A.

Printed in U. S. A.



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

GPO 8-3591

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.---Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 8

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1939

No. 1

FIELD NOTES

In spite of all the talk about new varieties, Honor Rolls and Trial Grounds reports, we still have to find a better pink than Jersey's Beauty, a better bronze than Jane Cowl or a better lavender than Mrs. I. de Ver Warner. These might be called old varieties, but they always sell, and I think you make no mistake in building your list of dahlias around these three sorts.

Other dahlias that have become standard in their respective colors, and are almost as indispensable as the above mentioned varieties, are Pride of California for red, Sagamore for buff, Jersey's Beacon for scarlet and buff, Margaret Woodrow Wilson for cream and lavender, and Bashful Giant for apricot and amber; while Pride of Stratford, Venus, Judge Marean, Judge Parker, Avalon, Charm, Monmouth Champion, Ellinor Vanderveer, Jean Kerr, Laura Morris, E. T. Bedford and many others can also be depended upon in almost any part of the country and under almost any weather conditions to produce big blooms and lots of them.

Our E. T. Bedfords look the best this year that they have for several seasons. This variety gives us quite sturdy plants and big blooms on sandy soil, but the roots are usually so small that most customers object to them. Charm is another variety that ordinarily makes rather small tubers, but we believe that when our customers know that these roots are

cut from good healthy plants and every one of them will in turn make a strong, healthy plant, there will be no further objections. You will remember the old Jack Rose which used to give us clumps of from 20 to 30 or more roots each about the size of a hickory nut. To overcome the objections of customers we used to cut our divisions of this variety so each one had 2 or 3 roots and as many eyes. When they got these divisions, unless they cut them up to single eye divisions, they found they produced a nice bushy plant with terminal buds blooming alright, but no blooms from side shoots.

We are growing about 700 varieties of dahlias, including practically all of the standard sorts which are available in large quantities as well as most of the very latest introductions which will soon be available in large enough quantities to enable us to offer them at prices you can afford to pay. Many of these new one are truly beauties — Robert Ripley, Fireball, Queen City, Calif. Idol, Hunt's Velvet Wonder, Mrs. George Le Boutillier, Mrs. Ida Chase, etc., etc., — but we don't want to advise our customers to list them when the supply is not sufficient to meet their entire season's requirements, or the price is not low enough to enable them to sell them at popular prices. There is no money to be made from orders that you cannot fill at a profit; and if a variety is good it will sell even better next year than this.

The cactus and ball types of

dahlias are coming back into favor very fast, chiefly because of the fact that they are better keepers when cut than the decorative type. The range of colors in these types is very great, and we have nearly all of them available in quantities sufficient for customers whose catalog issues run from half a million copies up.

We have never circularized the florist's trade to any great extent, most of our crop being sold through the regular seed and nursery trade. Many of our customers, however, especially in the South, do purchase roots for their own planting. The fact that these customers buy from us year after year makes us feel that our stock must please them or they would change their connections. Jordan's Pansy Gardens, Aiken, S. Car., write us:—"We were very much pleased with stock bought from you last season." Otto Spring, Okmulgee, Okla., says, "Received my dahlia order all OK. Sure nice tubers." Kittle's Seed Store, Mobile, Ala., "I am writing this that you may know I and my customers are well pleased with the dahlia bulbs you sent me." If our stock pleases such customers, it should please you.

Dahlias have done especially well in nearly all parts of the country this season, and our own fields look the best they have for several years. Nearly all our plantings are on new alfalfa sod ground, and with copious rains throughout the entire season we haven't had a set back as yet. Our crop should be a large one and

(Continued on Page 3)

DIG & DUNG

PUBLISHED BY
WAYLAND DAHLIA GARDENS
E. R. RYNO, PROP.
WAYLAND, MICHIGAN

SEASON OF 1939

The skinny little girl next door tells us that her mama says she needs more "victims". I wonder if that isn't the trouble with business generally.

Last spring Mr. J. D. Long ran short of Dee-lighted, and it was only by squeezing our crates and taking about everything, even the very smallest roots which we were saving for our own planting, that we were able to get enough of this variety to fill his order. Just as we are preparing copy for this issue of our bulletin, we received this card from Mr. Long:—"Received your advance reminder. Every year when the red spiders and other pests and diseases come I swear I am going to quit dahlias. But I suppose will weaken and have to buy a few new. Please send list of kinds you have to offer. Don't sell all the Lord of Autumns again before I get there. Can tell better when dug, but looks so far as though your Tiny Tot Tubers are going to out run all the overstuffed big ones we planted. Best wishes. J. D."

Note Mr. Long mentions red spiders. We have very little trouble with this pest because we are careful to burn all tops and litter each season. Some of our customers in other states report that they have little difficulty in controlling this pest in the field by using a spray of colloidal sulphur.

We hear a lot of talk nowadays about dictators, which reminds us of the big iron and steel man (mama irons and papa steals!) who announced to his office staff that "Hereafter Miss Smith is the only one of you who is to call me 'Fuzzy-Wuzzy'". Sometimes it is too easy to change favorites.

For the purpose of helping merchants solve their problems, The

National Cash Register Company of Dayton, Ohio, maintains a Merchant's Service, through which any retail merchant may obtain without charge or obligation advice and suggestions based on the Company's years of experience. Through the courtesy of this department we are in receipt of a 128 page handbook entitled "Better Retailing" which is one of the most interesting and valuable pieces of work that has come to our attention. Every retailer, whether he sells over the counter or through a catalog, can well afford to spend the half hour or more required to read through this book. We suggest that you send for a copy of it.

Don't be a piker. The story was told about a big eastern capitalist who was financing a movie production and upon visiting the studio saw twelve men in costume lined up for service. Asking what those guys were supposed to do he was told that they were intended to represent the twelve apostles. He immediately told the director that he didn't want this to be a cheap production so he should put on twenty-four men for that part. In other words, if you don't think twelve apostles are enough, double the dose.

An abundant crop of any flower subject almost always results in an increased demand for that subject the following season. Dahlias have been very fine in all parts of the country this year, and we should look for a very large demand next spring. Just the season to make it to your interest and profit to give a little extra space to dahlias in your catalog.

—o—
We tell our customers frankly that our roots are not as large as those grown on heavier ground—and that the reason we continue to grow them on our fertile sand loam type of soil is because we really believe the smaller roots will produce better plants and better flowers than the large, over-size roots grown on clay soil. This is not a new theory, but a fact that has been generally admitted by good growers for years. Mr. Darnell, in his 1926 catalog—thirteen years ago—said "Never plant a whole clump; the results

will spell failure. Each tuber with its neck and piece of crown containing at least one eye will give the best and strongest plant possible. The size of a tuber has very little to do with the results; small tubers are as good as large ones and better; some of the finest varieties have very small tubers."

A point about division of clumps. With new varieties where price is high and customers are usually buying for propagating purposes the customer naturally likes to get a division showing two or more eyes; but every such buyer will tell you that he makes one eye divisions before planting, because he knows that a single sprout will give better side branches and more blooms than where two or more sprouts are in the same hill. We cut our roots for the planter, not for the speculator or propagator and we see no reason why we should give two eye divisions when we know that the buyer will make one eye divisions for planting and thus get two plants for the price of one. When we buy dahlia roots we never ask for more than one eye to the root and always feel perfectly satisfied when we get such a division—and we always try to give our customers just the same kind of stock we like to get from other growers.

Hill Dahlia Gardens, Battle Creek, Mich., write us, "We thank you very much for the fine quality of stock sent us. It is a pleasure to buy stock at the right price when you get worth while stock."


means

to you
!!!

FIELD NOTES

(Continued from Page 1)

quality should be exceedingly fine. I think the demand for dahlias next spring will be very large and our customers should profit by this demand.

Early in September we go through our fields row by row and rogue out all stock not true to name, as well as all plants not strong and healthy in their growth. Stock is again sorted carefully before it goes out, and you may be sure that every root is sure to grow, free from disease and absolutely true to name. Such stock will produce strong husky plants and lots of flowers that will please your customers.

We always like to have our customers visit us during blooming season, because we believe they can get a better idea of the different varieties from a field inspection than from any description we can possibly give them. This also enables them to arrange different assortments according to type and color so their collections will be perfectly blended and within any desired cost price range.

We have been growing dahlias for a great many years and we admit that in many points we have strayed from the beaten path as regards our method of handling our stock. Most growers wait until spring before dividing their clumps but this would be impossible with us both because of the very large number of clumps we have to divide and because of the fact that we usually start shipping in December. It is, therefore, necessary that we start dividing our clumps just as soon as we are done digging. When the divisions are made each root is carefully trimmed, all fresh cuts are treated with hydrated lime to prevent mold and rot and all roots are stamped with varietal number before being placed in our stock room where they remain until time for shipment. As we keep this room dark, cool and at a very high humidity point—just below the point of drip—we are thus able to carry our stock through in perfect condition without having roots rot

or shrivel before spring.

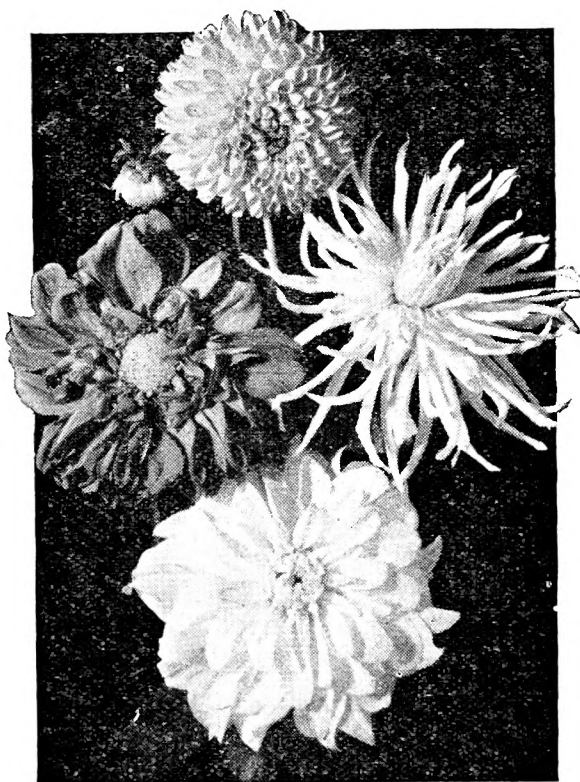
Once in a while a customer will ask us to send him roots which have not been trimmed, treated or stamped. When order is given early we can prepare roots in this manner but we really believe it is to the interest of our customers that we process roots in our regular manner because by trimming off unnecessary parts of the root we save on storage space, by treating each root we insure against all danger from decay and by stamping varietal number on all roots we avoid all possibility of varieties becoming mixed in handling.

With so many years of experience and with such extensive plantings to back up our methods we believe all our customers can feel assured that stock is handled absolutely right at our point, especially when it is considered that all this extra work on our part costs money which we certainly would not spend if we did not

think it necessary.

Another point regarding the dividing of clumps. Many growers use clippers in this work because without question clumps can be divided much faster with clippers than by any other method; but we prefer the use of sharp knives in this work because a knife makes a clean cut without haggling and without danger of bruising the eye which cannot be avoided when clippers are used.

Most of our seed house customers depend largely upon us to suggest varieties suitable for their list. In making such suggestions we consider not only the quantity of stock available but also the lists of varieties which are being used by other customers, thereby avoiding duplications so far as possible. We regard your interests as of vital concern to ourselves because our business depends entirely upon yours. If you don't sell dahlias to your customers, you certainly won't buy them from us.

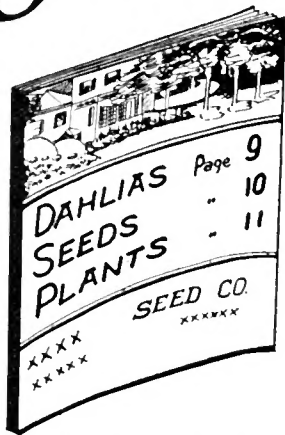


Each year when our clumps are divided all roots which are less than 3 inches in length are sorted out for use in our "Special Sets of Four" dahlias, which are offered to our customers at a very special price. Each of these sets comprises one root of each Art, Ball, Cactus and Decorative type, stamped A, B, C, and D, to indicate type of bloom,

and in four different colors. While the roots are smaller than our regular stock, every one of them will be plump, fully matured and with a good eye so it will be sure to make a strong husky plant. These are packed in one wrapper with label indicating contents and enclosed in a strong set-up box, size $2\frac{1}{2} \times 2\frac{1}{2} \times 5\frac{1}{2}$ inches, with cultural directions included, the complete package weighing less than 8 ounces so it will go as third class mail for 4c to any part of the United States. We supply these sets in units of 25, 50 or 100 at a special price of 11c each, or will mail them direct to your customers at 15c per set.

This is a very rapid seller at 49c, and makes one of the best special offers you ever made, either in your regular catalog or in a mid-season follow-up or in radio advertising, because it is really a bigger value than you could possibly offer in the regular way for much less than double the price. Remember the stock is first grade in every way except that it is a little smaller than regular stock, which is necessary to get in at the lower postage rate.

Your



new Catalog

In making up the Dahlia list for your new catalog, we strongly urge you not to include too many varieties, and to stick to standard sorts as far as possible. Such varieties can be sold at prices within reach of the general run of customers, and are usually available throughout the entire season. New varieties are almost always "tricky", and will seldom make you any money.

Our experience has shown that the best way to market dahlias is in the form of Dollar collections, each comprising four to six roots, and perhaps with a special gift tuber where two or more collections are ordered. Such collections should be made up with a well balanced assortment of colors, and should show quite a reduction from prices quoted on the individual roots.

We still believe a mid-season broadside is one of the most profitable pieces of advertising you can send out. One of our customers sold nearly two thousand collections of dahlias from 100,000 of such broadsides sent out last spring—approximately ninety roots per thousand.

Mr. Downs, the originator of that wonderful dahlia JANE COWL, sends out a very interesting pamphlet "How to Grow Big Dahlias". In

looking over this pamphlet I was pleased to note the following statement:

"It has been our experience that plants of most varieties will grow almost as nice clumps as roots provided they are planted earlier. Why does it take plants longer to mature? Probably because the green plant has been taken from its mother root (as a cutting) at a very early stage and is fending for itself; while a hill growing from a root is supplied by that root with most of the food it requires.

"There are times when this tendency of the root to feed the hill is a hindrance rather than an advantage—for instance, when the root is a very big one. In this case the root is able to feed the hill until it is a foot or two high. By that time the root that was planted has itself thrown out feed roots and is drawing nutrition from the soil. It goes right on feeding the hill through its own root system. The hill has no need to throw out roots of its own, and as a result, there will be found no clump of new roots when the hill is

dug. Only the old tuber remains—a little larger than when planted—with a few feed roots. Often this old root, or mother tuber, shows an eye and could be planted again the next season if necessary. If this is done, however, it should be cut in half to discourage its ambition to do all the work itself. That will force it to throw out roots near the stem end and result in a much better clump the next season. Cutting the ends off roots that are too big does not harm them if the wound is dusted in sulphur. Damage will rarely result even without sulphur if the root is planted at once after being cut.

"So, in spite of the fact that a great many people prefer and ask for large roots, the ones not so large are better—and a lot more likely to give a good crop increase."

Our experience has been identical with that of Mr. Downs and we believe actual test will convince any one that a small or medium size root will produce a better plant and a better clump of roots than can possibly be grown from a root weighing half a pound or more.

DAHLIAS IN THE 1938 CATALOGS

Dealer	Space Devoted	Color Illust.	B. & W. Illus.	No. Varieties Listed *
Alneer Bros.	½ page	----	1	12
Benton Co. Nurs.	1 page	----	2	9
Buist	2 pages	----	2	46
Burgess	2 pages	----	1	90
Condon	2 pages	----	3	31
Dreer	3 pages	----	6	72
Emlong	1 ½ page	----	1	10
Field	½ page	4	----	23
Inter-State Nurseries	2 pages	5	----	17
R. M. Kellogg Co.	2 ¼ pages	----	4	11
Magnolia	½ page	----	1	11
Maule	½ page	----	1	34
Earl May	1 page	11	----	16
Neosho Nurs.	1 ½ page	----	----	11
Northwest Nurs.	1 ½ page	----	1	10
Olds	½ page	----	1	26
Pike	2 ½ page	----	2	26
Russell-Heckle	½ page	----	1	26
Salzer	1 page	----	1	122
Shumway	2 pages	----	7	32
Sonderregger	1 page	----	2	36
South Mich. Nurs.	1 page	4	----	4
State Nurs. & Seed	1 page	----	3	19
Tait	1 page	----	1	24
Templin-Bradley	2 ½ page	----	2	12
Tucker	½ page	----	1	16
Vaughan	4 pages	1	4	155
Will	½ page	----	2	6

* In this column we do not include mixed or unnamed dahlias offered

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the tubers we produce are of the very highest quality you can possibly obtain. Our tubers are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light, strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up bulbs in any special type of package required and to ship direct to customers under your own labels if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great mid-west as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality or not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

Where stock is procured from other sources under special instructions from our customers, we of course cannot assume the responsibility for such stock beyond the point of making it good another season in case it does not prove true. For this reason we especially request our customers to adhere to our published list rather than ask us to obtain for them varieties which we do not grow ourselves.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st., we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st., after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$25.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$25.00, credit will be granted only when we consider same justified by report from commercial agencies.

No tubers will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letter head or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up—wages 20%, paper and boxes 25% to 40%, increased taxes, etc.—it will be noted that we have advanced our prices on only a few items, while many others have been lowered considerably. We urge all customers to get their reservations in early, as it will be impossible for us to maintain our prices as quoted after our own stock is sold out and it becomes necessary for us to obtain additional stock from other growers.

Trade Prices for 1939

Prices are quoted per hundred tubers. Ten or more will be sold at the hundred rate. For less than ten tubers of one variety add 20%. Reservation orders placed in the fall and orders to be shipped before January 1st. are accepted at minimum or thousand rates regardless of quantity ordered for any one shipment.

10% extra count is given in all cases—,that is, 11 for 10, 110 for 100, etc.,—except where tubers are packed in special boxes or cartons ready for reshipment—to take care of any possible replacement claims and to help defray transportation charges.

As packed for shipment tubers weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from tubers—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all tubers are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every tuber with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

If tubers are to be wrapped and labelled individually for resale, add \$1. per hundred to prices given. Where order is of sufficient size to warrant—one hundred or more tubers of a kind, and not less than ten kinds—we will, if desired, use a special label, similar to our regular blue label, but bearing your own name or trademark, and printed on stock in your own choice of color (unless such color is already reserved for another customer) with our regular white semi-parchment wrapper, at same rate. This will enable you to offer stock under your own exclusive label.

(A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative.

At \$2. per Hundred

\$15. per Thousand

MIXED—Each season at planting time we reserve a limited number of tubers of each of our leading varieties for filling late orders. At the close of the season all that are left of these are thrown into one lot and planted as mixed. These roots as well as rogues which are dug from our fields before our regular digging starts and surplus lots in our regular list are all used in this lot, making a well balanced assortment of types and colors which should sell readily at 10 roots for \$1.

Where desired we can pack 10 mixed dahlias in two-section corrugated box, size 6x6x2½, with cultural directions included, packed ready for mailing at 20c per box. Approximate shipping weight per box 1½ lbs. This box is a very ready seller at \$1.

At \$2.50 per Hundred

\$20. per Thousand

Named varieties, each variety properly labelled, our selection of varieties and types, customer's choice of color so far as possible, but not guaranteed. In this lot we include standard varieties which are especially suitable for counter trade of Department Stores, etc., at 10c retail—such varieties as will stand the frequent handling, exposure, etc., to which such stock on open counter is subject, and yet will prove most satisfactory to customers.

At \$3.00 per Hundred

\$25. per thousand

Aurore (A) Orange salmon
Jan Olieslager (A) Yellow
Mad. Von Bystein (A) Lilac pink
Queen Wilhelmina (A) White
American Beauty (B) American Beauty red
Bonnie Blue (B) Bluish
Floral Park Jewel (B) Red tipped white
Purple Ball (B) Purple
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Blush
Vivian (B) White tipped purple
Bride's Bouquet (C) White
Emily Russell (C) American Beauty shade
Kreimhilde (C) Cream and pink
Lawine (C) White faintly tinged lavender
Libelle (C) Royal purple
Melody (C) Yellow often tipped white
Perle de Lyon (C) White
War Dance (C) Yellow and red
Zephyr (C) Pink
Aida (D) Maroon
Countess of Pembroke (D) Lavender
Darlene (D) Shell pink. The pink Jean Kerr
Doazon (or BIG GUS) (D) Giant orange scarlet
Flamingo (D) Pink
Flora (D) White
Mrs. J. G. Cassatt (D) Dark pink
Mrs. J. H. Dick (D) Yellow and pink
Purity (D) A very fine large white
Queen Mary (D) Rose pink
Yellow Colosse (D) An excellent yellow

At \$4. per Hundred

\$30. per Thousand

Camille Franchon (A) Red, lighter tips
Cleopatra (A) Dull gold
Diana (A) Scarlet. This is the true Marean Diana
Geisha (A) Yellow and red
Polar Star (A) White
Rosalia Styles (A) Rose pink
Sweetheart's Bouquet (A) Salmon rose and fawn
White Cap (A) White
A. D. Livoni (B) Popular pink
Maude Adams (B) Popular white and pink
Yellow Duke (B) Yellow
Bertha Horne (C) Popular bronzy yellow
Betty Austin (C) Pink rose, yellow base and tips
Celia (C) Lavender pink
Etenard de Lyon (C) Purple lavender
Golden West (C) Yellow overlaid orange
J. H. Jackson (C) Maroon
Rene Cayeux (C) Brilliant red
Thos. Oberlin (C) Orange red
Agnes Haviland (D) Rose pink and yellow
Delice (D) Popular pink
Dr. Tevis (D) Salmon rose
Jean Kerr (D) White
Mina Burgle (D) Popular red
Mrs. Carl Salbach (D) Lavender pink
Oregon Beauty (D) Brilliant red
Sanichan Bluebird (D) Bluish
Sequoia Gigantea (D) Yellow tinged red
Venus (D) Popular white suffused lavender

At \$5. per Hundred

\$40. per Thousand

Gay Paree (C) Golden bronze suffused red
George Walters (C) Salmon pink and yellow
Marguerite Bouchon (C) Pink with white center
Minamoto (C) Large dazzling scarlet
Mrs. Warnaar (C) White flushed pink
Rheinischer Frohsinn (C) White and carmine rose
Scaramorche (C) Indian red
Sunset Glow (C) Scarlet tipped yellow
Catherine Wilcox (D) Pinkish white tipped red
Charm (D) Best burnt orange
C. P. R. (D) Cream overlaid purple
Dakota (D) Flame
Dorothy Sager (D) Salmon and orange. Excellent cutter
Elizabeth Slocombe (D) Red purple
Ellinor Vanderveer (D) Glowing rose pink
Jane Cowl (D) Bronzy buff and salmon
Le Grande Manitou (D) Lilac striped purple
Margaret Woodrow Wilson (D) Creamy white suffused pink
Mrs. I. de Ver Warner (D) Orchid lavender
N. C. 4 (D) Yellow and red
Patrick O'Mara (D) Apricot yellow and orange
Pride of California (D) Red
Pride of Stratford (D) Best large red orange
Purple Manitou (D) Purple
Rosa Nell (D) Deep rose pink
Rose Glory (D) Lavender pink
Spirit of St. Louis (D) Dark red
The Millionaire (D) Lavender pink

At \$6. per Hundred

\$50. per Thousand

California Enchantress (C) Rosy pink
Cigarette (C) White edged orange
Countess of Lonsdale (C) Popular salmon pink
Gladys Sherwood (C) Large white
Springfield (C) The red Lonsdale
Washington City (C) White
Atlantic Ocean (D) Yellow
Avalon (D) Large yellow
Bashful Giant (or APRICOT GIANT) (D) Apricot and amber
Edward T. Bedford (D) Purple tinged silver
Francis Larocco (D) Canary yellow
Harry Mayer (D) Pale roselyn purple
Iowa (D) Maize tipped pink
Jersey's Beacon (D) Scarlet and buff
Jersey's Beauty (D) Most popular pink
Judge Alton B. Parker (D) Yellow buff
Judge Marean (D) Popular orange and red
Le Toreador (D) Brilliant red
Robert Treat (D) American Beauty red
Rosemawr (D) Rose pink
Sagamore (D) Apricot buff

At \$8. per Hundred

\$60. per Thousand

Barbara Redfern (D) Large old gold and rose
Jersey's Mammoth (D) Giant mahogany and gold
Kentucky (D) Bronze sport of Jersey's Beauty
Laura Morris (D) Best giant deep yellow
Monmouth Champion (D) Orange flame
Penn Charter (D) Buff tinted apricot
Rose Fallon (D) Giant old gold
The Commodore (D) Large canary yellow
Wm. H. Hogan (D) Best large red and white bi-color

At \$10. per Hundred

\$80. per Thousand

Starlight (D) Large golden yellow
The Emperor (D) Maroon
Thomas A. Edison (D) Royal purple
W. H. T. (D) Old rose

At \$12. per Hundred

\$100. per Thousand

Fort Monmouth (C) Maroon
Cavalcade (D) Mulberry pink
Dwight W. Morrow (D) Large dark red
Kathleen Norris (D) Large pink
Kemp's White Wonder (D) Giant white

At \$15.00 per Hundred

\$120. per Thousand

Pan (D) Vivid scarlet
Pres. Franklin D. Roosevelt (D) Red with lighter reverse
Violet Judge Marean (D) Violet sport of Judge Marean

At \$18. per Hundred

\$150. per Thousand

Lord of Autumn (D) Giant yellow. SOLD OUT
Ruth Vaughan (D) Large LaFrance pink

Dahlias for Counter Trade

Floral and seed stores and nurseries who operate retail stores during the planting season always prefer to have tubers wrapped and labelled individually, especially for counter trade.

At a small extra charge of \$1. per hundred, or one cent per tuber, we pack each tuber in fine, clean sawdust, wrap in white semi-parchment and seal with our special printed blue label, showing name of variety, type and predominating color. By this method tubers are kept fresh and plump for weeks, and there is no breaking of sprouts or mixing of varieties through frequent handling.

Stock presents a more salable appearance—in fact, looks like a Christmas package—and customers can pick out just what variety or type or color they want from label description.

Furthermore, customers know that stock is of known origin and not a cheap job lot of tubers, and are willing to pay more for it because they feel that they are sure of getting genuine stock that is really worth more than ordinary stock such as is usually offered at the "five and ten" stores.

By actual test, placing this stock

side by side with bulk stock, it will outsell such stock two to one, even when offered at twice the price. Try it and see for yourself which stock will make you the most money.

The D. V. Burrell Seed Growers Co., of Rocky Ford, Colo., say, "We believe this demand (for seeds of known origin) will grow until planters will require from their seedsmen seeds in the grower's original sealed packages." This should apply to other nursery products, and we believe we were the first, and so far as we know are still the only, grower to offer dahlias for resale in original packages.

Supply Your Customers With Genuine



BLUE LABEL DAHLIAS

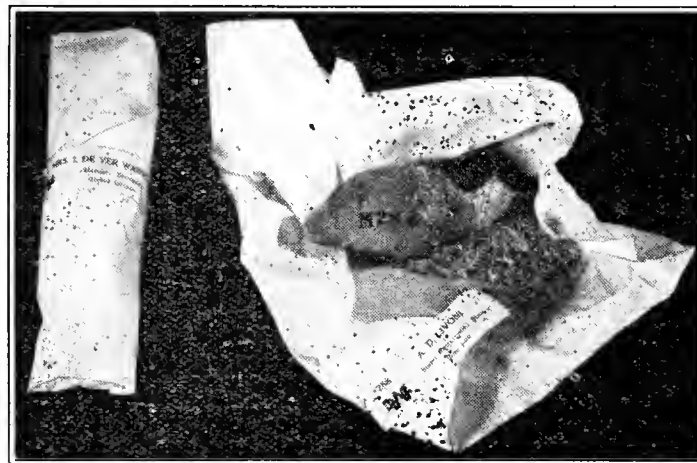


They

LOOK BETTER

KEEP BETTER

SELL BETTER



And

THEY

ALWAYS

SATISFY

Assortment No. 1.

Made up from our most popular garden and cut-flower dahlias—such varieties as we sell to those who call at our gardens at 25c each or six for \$1.00—, should sell readily over your counter at 10c each or twelve for \$1.00.

250 Tubers, wrapped and labeled as above, not less than ten varieties of best selling types and colors. (Order full assortment No. 1) **\$8.00**

125 Tubers (Order half assortment No. 1) **\$4.25**

Assortment No. 2.

Made up from our most popular garden and exhibition dahlias—such varieties as we sell to those who call at our gardens at 35c each or four for \$1.00—, should sell readily over your counter at 25c each or six for \$1.00.

250 Tubers, wrapped and labeled as above, not less than ten varieties of best selling types and colors. (Order full assortment No. 2) **\$12.50**

125 Tubers (Order half assortment No. 2) **\$6.50**

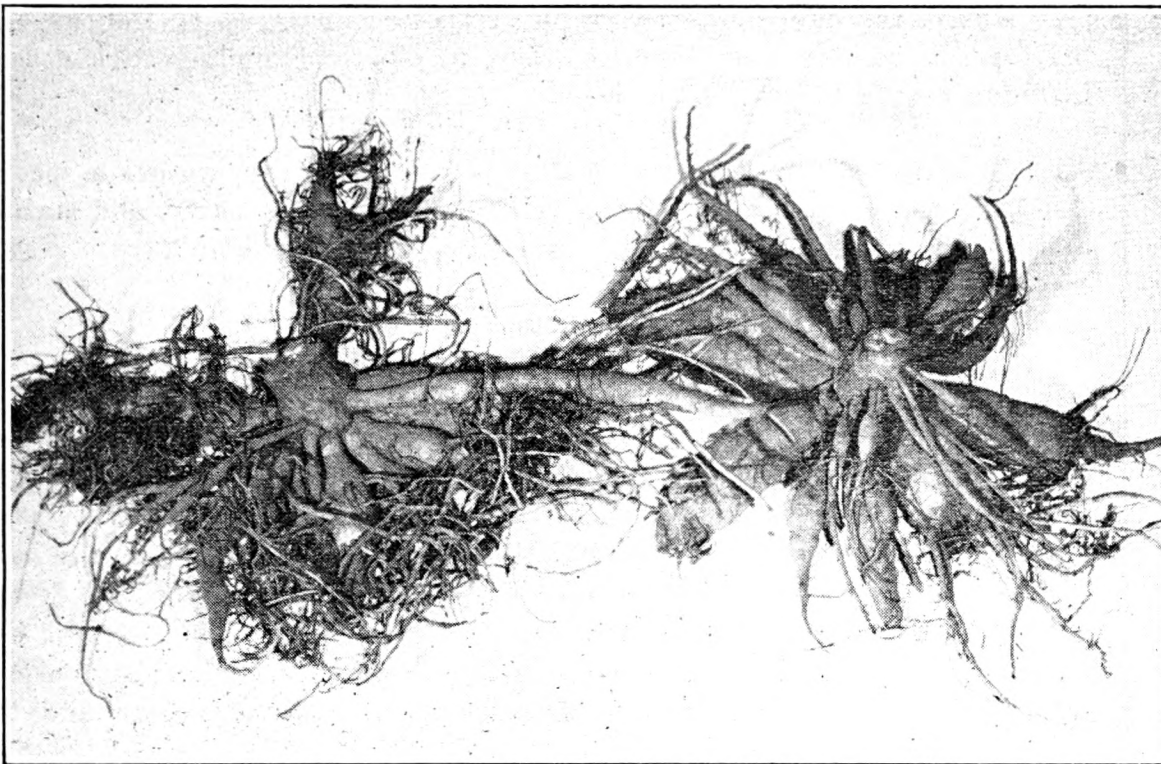
Both full assortments, 500 tubers in all ----- **\$20.00**

Both half assortments, 250 tubers in all ----- **\$10.50**

All stock in above assortments is strictly high class and to enable you to guarantee same to your customers, we give 10% extra count to take care of any possible replacement claims. Colored window posters and a liberal supply of cultural leaflets are included with each assortment.

Modern Methods of Merchandising Applied to Products of the Nursery

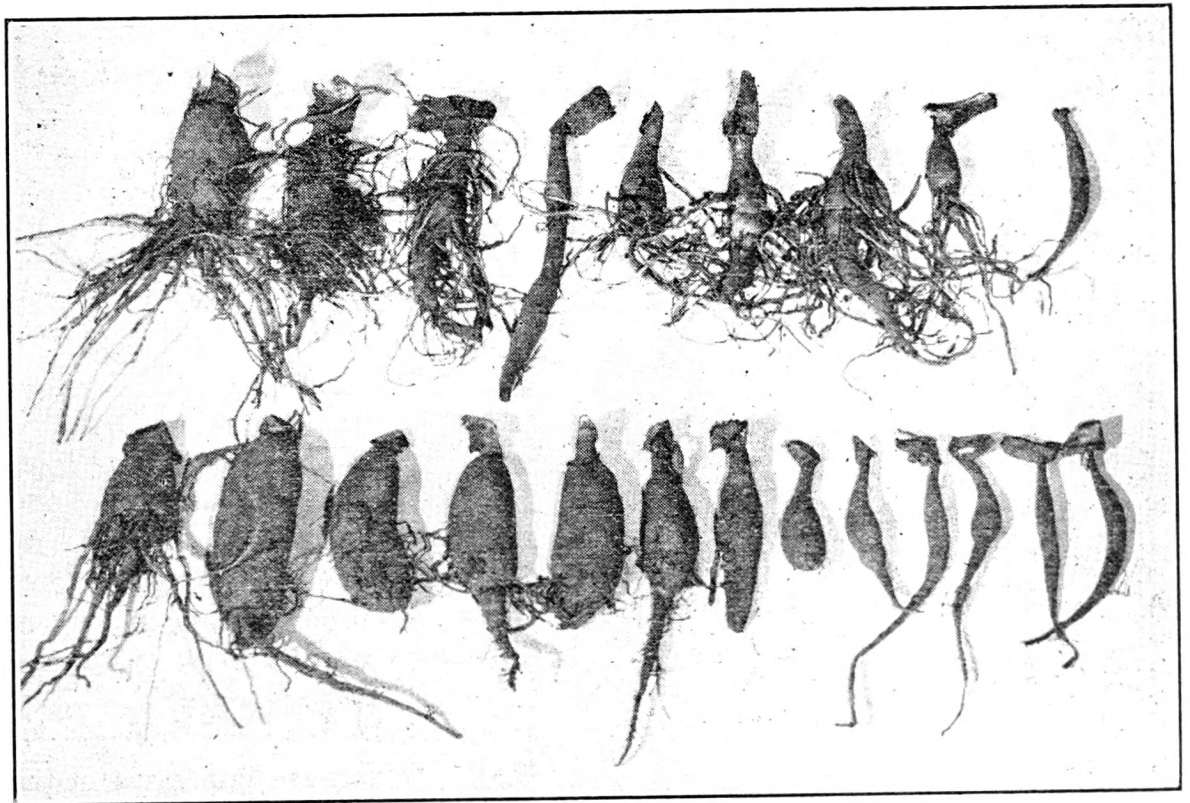
Grown Where Dahlias Grow Best



This cut shows two typical clumps as grown on our fertile sandy loam. Clump at left measured 23 inches across and weighed 1 lb 12 ozs. Clump at right measured 14 inches across and weighed 21 lbs. 5 ozs. Cut is about one-eighth actual size.

Every Root sure to grow

This cut shows the divisions cut from above clumps. Top row was cut from clump at left. Note there are nine good divisions, including the "mother" root (shown at left end) of which five will trim out as No. 1 salable roots, the balance being used for our own planting. Bottom row shows thirteen divisions, including "mother" root, cut from clump at right. Of these six roots will trim out as salable stock, balance for our own planting.



FREE FROM DISEASE — TRUE TO NAME

Direct Mailing Service

We are reproducing herewith, by permission of the R. M. Kellogg Co., the form of combination shipping order, invoice and mailing sticker used in filling orders for this customer.

Where customer lives outside the State of Michigan, we use a special inspection certificate copy, bearing our number, but no name, and stating that package was shipped from "your nursery in Michigan".

These blanks are supplied without cost to you.

In using this form you indicate on the right hand half the dahlias wanted and date to be shipped as well as your customer's address and order number. We pack and fill in cost of order, postage and date shipped, attaching left hand half of form to package mailed and returning right hand half with invoice to you.

By this plan you save cost of transportation and rehandling and are able to supply your customers with absolutely fresh roots direct from our cellars. We wrap roots, pack carefully in substantial cartons and the cost of this extra service is really less than it would be at your own place because we are especially equipped to handle this class of trade, buy our cartons in large quantities and save you double packing expense.

A large seed house in North Dakota writes, "We believe we will try to make most of our shipments direct from Wayland this coming season. This has proved very satisfactory and the returned vouchers show that the postage cost is at least as low or lower than we would have from here".

Customers who are located within the Japanese Beetle zone will be particularly interested in this service because it will relieve them of all bother of inspection of individual shipments.

Furthermore, we guarantee every root we send out for you to show sprout within three weeks from time of planting, or same will be replaced without expense to you provided letter of complaint from your customer is attached to order so we may know just why roots are to be replaced. Orders for replacement received after June 1st. will be filled the following season. This replacement guarantee applies only on direct shipments, and is made in lieu of the 10% extra count ordinarily allowed.

Where we advance postage charges we send you postmaster's receipt and bill for amount paid. This bill is supposed to be payable on receipt. Cost of roots is covered by separate bill and is optional with you whether root account be paid net June 1st., or on a basis of 3% discount for payment within 10 days.

All orders are known by number only in our records, and you may be assured that your customers' addresses will be held in strictest confidence at all times.

If you are interested in this service, we shall be pleased to give you any further information you may wish.

<p>FLOWER BULBS PERISHABLE DO NOT DELAY From R. M. Kellogg Dahlia Dept., Wayland, Mich.</p>	<p>INSPECTION CERTIFICATE Michigan State Department of Agriculture Certificate of Nursery Inspection No. 4222 This is to certify that the Nursery Stock of R. M. Kellogg Co., Three Rivers, Michigan, has been examined and found apparently free from dangerous insects and dangerously contagious tree and plant diseases. Samuel T. Metzger, Commissioner. This Certificate to be void after Sept. 15, 1935. Bureau of Agricultural Industry, Paul Van Deuse, Director; E. C. Mandenberg, in charge of Orchard and Nursery Inspection. Lansing, Mich., Sept. 10, 1934.</p>
<p>Ship _____ Order No. _____</p> <p>RETURN WITH INVOICE TO R. M. KELLOGG CO., Three Rivers, Mich.</p>	<p>To _____</p> <p>WAYLAND DAHLIA GARDENS, Wayland, Mich.</p> <p>Please ship to above address the Dahlias as listed.</p> <p>Cost _____ Postage _____ Total _____</p> <p>Date Shipped _____</p>

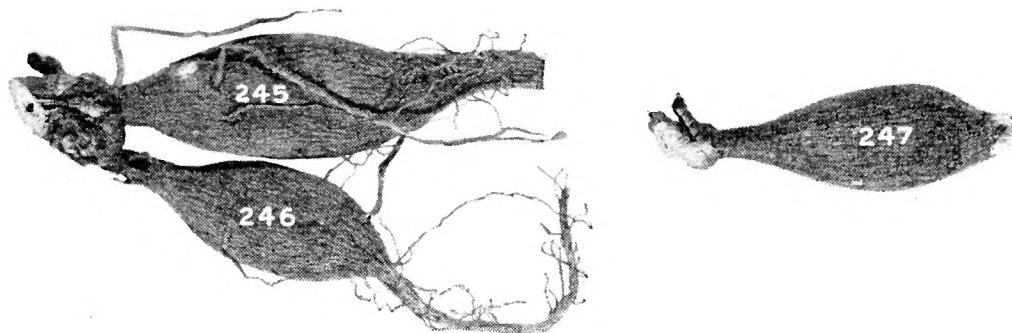
☐ No. 1 Dahlia Coll.

☐ No. 2 Dahlia Coll.

☐ No. 3 Dahlia Coll.

Wayland Dahlia Gardens, Wayland, Michigan

WHICH?



In the above cut we show at the left hand side the division as separated from clump. You will note that the eye is attached to figure 245; figure 246 has no eye and neck is cracked just below the crown. This part of the division is absolutely worthless and could only serve to make the division seem larger. Figure 247 shows the division trimmed ready for shipment. Note that all unnecessary parts of the division, including the fibrous roots and long tails are trimmed off leaving a clean, strong,

plump, healthy root with a sound neck and good eye ready for planting. The cut is about one-third actual size, the finished tuber, figure 247, having been about $4\frac{1}{4}$ inches long and weighing $1\frac{1}{2}$ ounces, or just about half what the original division weighed. To those who are used to buying their dahlias untrimmed our roots seem small, but why pay postage on unnecessary parts of roots and why send out stock that is unfinished in appearance any more than you would send out a peach or apple

tree with the trunk untrimmed or unstripped of side shoots?

If you want to compare ordinary stock with ours, take the roots of same and trim it up as we do, then lay the two divisions side by side. And at the same time note that this extra trimming means considerably more work in the matter of preparing stock which we give you without extra cost because we believe your customers will be better satisfied with such stock.

QUALITY

SERVICE



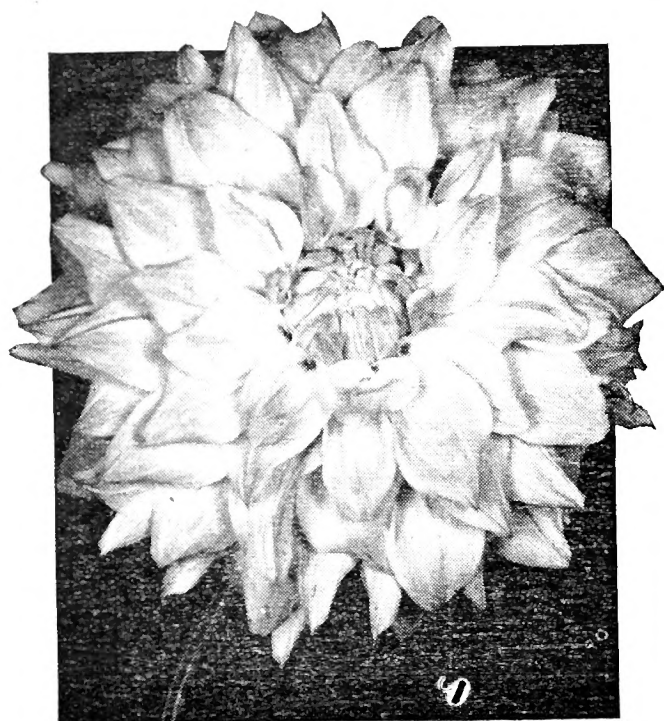
INTEGRITY

PRICE

WAYLAND DAHLIA GARDENS

WAYLAND - MICHIGAN

Largest Exclusively Wholesale Dahlia Growers in the World



Ruth Vaughan

Greatest Pink Since Jersey's Beauty

Ruth Vaughan is of the formal decorative type, about a half larger than Jersey's Beauty, clear La France pink with slight yellow shading at base of petals, perfect form, profuse bloomer, rank grower, long, strong stems, and has everything that it takes to make it one of the most popular dahlias ever introduced. Harley Peck gives it a rating of 87, along with Jersey's Beauty at 88, Cavalcade 87, Kathleen Norris 84 and Mrs. I. de Ver Warner 83. It has a very beautiful sheen and under subdued light is one of the most attractive dahlias we have ever seen. We sold very short on this variety last year and our planting was only about half what we wanted it to be this spring; but we are still keeping the price at \$18. per hundred or \$150. per thousand—surely a very low price for such a dahlia. Be sure to get your order in while stock is still available.

WAYLAND DAHLIA GARDENS, Wayland, Mich.



Terms and Conditions

Not less than 10 tubers will be supplied at the hundred rate, and no wholesale orders will be accepted for less than \$5. unless the season's orders amount to at least \$10 in the aggregate, in which case all orders will be billed at the minimum rate.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We will not substitute unless specifically instructed to do so. If sold out of any particular variety when order is received, we will so advise at once.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack tubers safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where tubers are put up in special packages for resale.

Claims for rejections, errors, or omissions must be made within ten days after arrival of tubers.

GUARANTEE—While we exercise the greatest care to have all our stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove

untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS—Unknown persons should send either cash in full with order, or 25 per cent with order, balance C. O. D. Parties whose credit is approved may order tubers shipped any time after December first, and invoice for same will be dated June first following. Accounts unpaid after that date are subject to an interest charge at the rate of 6 per cent per annum. No accounts carried where amount is less than \$25.

REFERENCE—As to our responsibility, we refer to the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan